

## CHAPTER V

### CLOSING

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation is study, implication and possible future directions for the research.

#### 5.1 Conclusion

The purpose of this research is to exploring the influence of full service restaurant attributes and millennials satisfaction towards revisit intention of traditional padang restaurant. This research also finds out whether variable have significant relationship and positive effect or not. This research is using primary data collected by spreading 225 questionnaires to the students in Andalas University. There were seven hypotheses developed in this research to test. Therefore, the result of the analysis are:

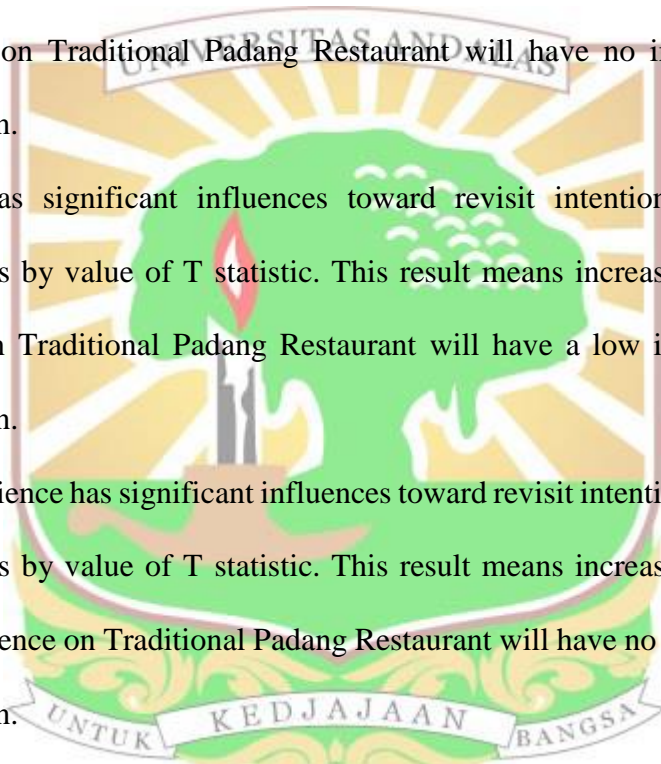
1. There is significant positive impact of food on coustomer satisfaction. This result explains positive value of t-value indicates the influences are bring positive impact which is means increase or decrease of food on Padang traditional restaurant will impact and attract more satisfaction to Andalas University's Students. The highest item in food attributes is the taste of food served, it means for the restaurant can more focus for increasing this item quality and make the restaurant strategy more efficient. And the lowest item is presentation of the food, the restaurant can decrease intention to this item, but ignoring this item maybe can also influence customer satisfaction.
2. There is significant positive impact of service on costumer satisfaction. service influences customer satisfaction on Padang traditional restaurant in

Andalas University's Students. The highest item in service attributes is the suitability of the waiter to provide food to buyer's order, it means for the restaurant can more focus for increasing this item quality and make the restaurant strategy more efficient. And the lowest item waiters knowledge of the menu served, the restaurant can decrease intention to this item, but ignoring this item maybe can also influence customer satisfaction.

3. Price has significant influences toward customer satisfaction were rejected, indicates by value of T statistic. This result means increase or decrease of price will have no impact on customer satisfaction. But, restaurant can improve the highest item, which is, food price in accordance with the quality provided.
4. Convenience has significant influences toward customer satisfaction were accepted, indicates by value of T table. This result explains positive value of convenience are bring positive impact which is means increase or decrease of customer stisfactin in Traditional Padang Restaurant. The highest item in convenience attributes is location of the restaurant provides a comfortable atmosphere, it means for the restaurant can more focus for increasing this item quality and make the restaurant strategy more efficient. And the lowest item wide parking space avaiable, the restaurant can decrease intention to this item, but ignoring this item maybe can also influence customer satisfaction.
5. Atmosphere has significant influence toward customer satisfaction were rejected. This result indicates by value of T statistic. This result means increase or decrease of atmosphere attribute will have no impact on customer

satisfaction. Restaurant can improve the highest item, which is, seating arrangement gives me enough space.

6. Food has significant influences toward revisit intention were rejected, indicates by value of T statistic. This result means increase or decrease of food on Padang traditional restaurant will have no impact on revisit intention.
7. Service has significant influences toward revisit intention were rejected, indicates by value of T statistic. This result means increase or decrease of service on Traditional Padang Restaurant will have no impact on revisit intention.
8. Price has significant influences toward revisit intention were rejected, indicates by value of T statistic. This result means increase or decrease of price on Traditional Padang Restaurant will have a low impact on revisit intention.
9. Convenience has significant influences toward revisit intention were rejected, indicates by value of T statistic. This result means increase or decrease of convenience on Traditional Padang Restaurant will have no impact on revisit intention.
10. Atmosphere has significant influences toward revisit intention were rejected, indicates by value of T statistic. This result means increase or decrease of atmosphere on Traditional Padang Restaurant will have no impact on revisit intention.
11. There is significant positive impact of customer satisfaction toward revisit intention. This result explains positive value of t-value indicates the customer satisfaction are bring positive impact which is means increase or decrease of



level customer satisfaction will impact to revisit intention in Traditional Padang Restaurant to Andalas University's Students. The highest item in satisfaction towards revisit intention is customer would say positive things about this restaurant to others.

## 5.2 Implication of the Research

The result of observational research finding has several implications for higher education students at Andalas University, especially millennials because they are a large market for business, in terms of eating habits in restaurants and being the largest generation of consumer spending groups.

Customer satisfaction is the level of one's feelings as a result of a comparison between reality and expectations received from a product or service.

In this study, it can be seen that the variable attributes of Traditional Padang Restaurants full service have a significant effect, the customer satisfaction on the revisit intention to the restaurant has very high significant score, and the lowest significant score for the full service attributes is food to customer satisfaction. This means that attribute must be improved. There are some attributes that has low priority for customers, but ignoring some attributes which are rejected such as service and price may still cause customer dissatisfaction in Traditional Padang Restaurants. The customer satisfaction factor becomes a great factor in influencing revisit intention.

This research is expected to contribute to the development of science in the field of corporate marketing strategy. The findings of this study can be used as a reference for further research in a relevant connection in the research. Further

development of this research is expected to be able to add or improve research results in accordance with existing suggestions and limitations.

This research is expected can help the restaurant to apply the efficient strategy for make Traditional Padang Restauat growth, by what item millenials do really care about and what items should be ignore.

For the future researchers by seeing this research, the data, the theory and the reality exist could be one of the references for the future researchers in doing research and be able to help the future researchers in doing thesis.

### **5.3 Limitation of the Future Research**

There are a few limitations being discovered during the process of conducting research. Some of the limitations are as follows :

1. There are only students of Andalas University in this study and the sample size are only limited to 225 respondents. This small sample size is not really able to detect the reliability of the research and unable to represent the opinion of all higher students from other universities.
2. This research has limitations of the response bias of the respondents. Response bias is the information given by respondents through questionnaire sometimes does not show the actual opinion of the respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of respondents in answering the questions and the limitation time given to them in filling the questionnaires are slightly inappropriate.

Researcher still get lack information about previous study that can be use as pilot research especially about restaurant attributes, also lack information or research papers of previous study about exploring factors on customers' traditional restaurant choice.

#### **5.4 Recommendation of the Research**

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the next researcher, location of research could be expanded such as others University in Padang city.
2. For the next researcher, the number of sample used can be propagated and use different sample method.
3. For the next research, researcher can use other part or expand their limit of population such as all the university in Padang or another part in West Sumatera.

For next research, the researcher could use other variables or augmenting other variables with the current variable.

